



# MIKEL S. ROSENTHAL

SR. UX/UI VISUAL DESIGNER / DESIGN SYSTEMS

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Sr. Visual Designer & Sketch Advocate with 18+ years of professional experience in creating and renovating identities. Powered by a passion to provide powerful new visual branding explorations and create delightful user design systems.

## EXPERIENCE:

### Sr. Visual UX/UI Designer | SurePeople | Contract App Design

Worked specifically to design and develop the user experience and interface throughout the P.R.I.S.M. Psychometric Engine application design. This program analyzes each candidate and can help determine which teams they may work best suited in according to their strengths and are supported with real data to show how and why through this complex algorithm how to build the best teams. The entirety of the project was designed by myself and then worked directly with development with my guidance on principles and visual structures. This we discovered is the first consumer-based psychometric application of its kind on the market.

### Sr. UI Visual Designer/Design System Architect | GE Healthcare | Contract 2019 mid -2021

Building Edison Design System with a group while assisting individuals and helping team members construct the current system in Sketch/Invision/Github. Exchange with others who use the system by teaching lessons and question hours where we were open to answer user issues. At moments would focus strictly on complicated Sketch issues to resolve for the Design System. Design system ended up winning reddot 2020 winner for Interface Design, Fast Company, and dmi:DVA. www.edisondesignsystem.com

### Sr. Visual Designer/Design System Architect | BCBSIL | Contract 2019-mid 2020

Creating new and inventive ways to problem solve through visual design and in-depth product exploration. Enabling the company with an intuitive Design System built-in Sketch used to speed up concept-to-production and prototyping for all region subsidiaries. Broad understanding of design thinking, human-centered design, human-computer interaction, and staying cogent in the latest technology and design trends. I help other individuals fulfill their potential by mentoring and assisting through advanced learning and help nurture their skillset. I very much love teaching people Sketch and maintaining a design system.

### Sr. Product/Visual Designer/Design Systems Architect | TransUnion | Contract 2018-2019

Creating global design systems and visual branding for all public TU products in Sketch/Figma. Assisting fellow designers/developers in supporting team/company goals. Responsible for leading and growing the department to create universal visual branding/template style guidelines and help facilitate developer/stakeholders' design requests with speed and consistency in an agile environment. Successfully converted all existing applications to Sketch and created global systems for managing assets, creating symbol libraries, overrides, and a system to build products efficiently and accurately.

### Sr. Lead Visual UX & UI Designer/Art Director | Atos + Maven Wave | 2005-2018

Head of conceptual and stylistic direction on all client projects. Design lead for all interface design, website and mobile application development, print collateral and digital marketing campaigns, video and trade-show exhibitions. Directed and managed collaborative creative teams on overall design concepts to meet client expectations. Independently designed and created dynamic working prototypes for user testing along with visually rich journey maps derived from architectural wire-frame dashboards in Sketch. Lead for all projects in monitoring and supporting original client direction, in addition to managing the design team. Led clients through all communications of project development and future design scope. Responsible for the conceptualization and implementation of designs in a wide range of graphics applications including re-branding, website design, collateral, print materials, trade-show, environmental graphics, packaging, brand development, user interface exploration, project management, video editing, animation, prepress and digital production. Clients Included: Aflac, Abbott, Abbvie, Anixter, AT&T, Avery, Catamaran, Crate & Barrel, CME, Dawn, Disney, Dremel, EA, Google, Miller-Heiman, Nike, Salesforce, Verizon, Whirlpool

### Art Director/Sr. Lead Designer | Field Trip Factory | 2003-2005

Lead role for concept and design projects across a diverse portfolio of enterprise-level clients. Managed creation and development of web advertisements for store side and public websites. Directed print production and design including scripts, postcards, supporting materials, flyer creation, and new business presentations. Monthly designing and building HTML newsletters, department manuals, storyboarding, website flow charts, and design interface exhibitions. Initiated and lead the restructuring of the entire design department for more efficient project development. Clients Include: ComEd, HEB, Fry's, Petco, Harris Bank, Mead/Scholastic

## AWARDS:



## EDUCATION:

Missouri State University | 1997-2001  
Bachelor of Fine Arts in Electronic Arts & Design | Minor: Mass Media & Communications  
Graduated Summa Cum Laude | Completed Manager Essential-Facilitation Training

## PROGRAMS:

SKETCH	●●●●●
INVISION	●●●●●
FIGMA	●●●●●
ILLUSTRATOR	●●●●●
DESIGN SYSTEMS	●●●●●
AFTER EFFECTS	●●●●●
ZEPLIN	●●●●●
PHOTOSHOP	●●●●●
ADOBE XD	●●●●●
ACROBAT	●●●●●
PRINCIPLE	●●●●●
KEYNOTE	●●●●●
WORDPRESS	●●●●●

## INTEREST & HOBBIES:

Sketch Advocate, Design Systems, User Experience, User Interface, Visual Design, Video Production, Voice Over, Music Composition, Futurist, Musician, Wonder Seeker

## REFERENCES:

- Jon Cournoyer** / Head of Design  
St. Louis Art Museum  
314.732.7726  
jon.cournoyer@slam.org
- Matthew Sigel Evans** / Creative Director  
Sprout Studios  
314.753.7288  
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- Eamon Madigan** / Sr. Manager  
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## WORK EXAMPLES:

[View Examples](#)